

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

# **COURSE SYLLABUS**

# **Economic Planning and Policy of Tourism**

2223-1-F7601M052-F7601M044M

#### Learning objectives

The aim is to develop an understanding of the following factors affecting the tourism sector: (i) destination management; (ii) market failures and public policies.

#### **Contents**

Microeconomic and macroeconomic analysis of tourism in order to learn the key factors driving destination management and public policies.

#### **Detailed program**

- Tourism product, demand and seasonality.
- · Tourism destination
- Destination management
- Public goods, externalities and tourism taxation
- Tourism taxation and natural resources
- Tourism and the multiplier effect
- · Tourism activities: example of market failures
- · Case studies

#### **Prerequisites**

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The course will be taught through lectures in class.

#### **Assessment methods**

The exam is written only (consisting of an open ended questions) and lasts 20 minutes.

## **Textbooks and Reading Materials**

• Candela, G. and Figini, P. (2010) "Economia del turismo e delle destinazioni", McGraw-Hill.

#### Semester

First term

## **Teaching language**

Italian

## **Sustainable Development Goals**